CANADIAN Film Weekly
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FIRST RUNS EAST SIDE, WEST SIDE, ETC.

CC TV Growing In This Country

Canada is keeping pace with USA expansion of closed-circuit television. "Your generation may well witness an expansion in this field which exceeds the phenomenal growth which we have experienced in broadcast television," Dr. Vladimir K. Zworkin told those at the

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Brotherhood Wk. February 17-24

Brotherhood Week, sponsored by the Canadian Council of Christians and Jews under the slogan "Unity Without Uniformity," will be held during the week of February 17-24. Motion picture people, through their Council division, do their part through contributions and publicity

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TORONTO DAY-DATES NINE IN ONE GROUP; ANOTHER HAS THREE

First-run films in more than twice the Toronto neighborhoods which offered them up to now, as well as better programs and possibly earlier runs in eight or nine more, will be the entertainment pattern in the near future. Three Toronto circuits, Twentieth Century Theatres, B & F Theatres and Famous Players, acting jointly in some cases and separately in others, will make available new pictures and better ones in every section of Toronto, therefore competing with television where it has had the strongest impact on movie business — the neighborhoods.

The multiple first-run combination involving nine theatres will be an expansion of the existing one created by Twentieth Century Theatres, that consisting of the Downtown, Glendale, Westwood,

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PRM Inc. Becomes AAP; To Open Local Office

PRM, Inc., Canadian-owned company which has acquired a major position in the television and motion picture field since its acquisition of the Warner Bros. backlog, will adopt the name of its wholly-owned subsidiary, Associated Artists Productions, Inc., the operating company, which is better known. Eliot Hyman is general manager of PRM and president of AAP.

The company has opened Hollywood offices for story property sales, production deals, etc.

The Canadian sales branch of Associated Artists Productions is being set up now and will begin operating in Toronto after the new year with a well known film sales executive in charge.

Louis Chesler of Toronto is chairman of the board, George R. Gardiner president and Maxwell Goldhar vice-president. All are from Toronto.

Roger Lewis, UA, Talks To Press

Saying that Canada had been largely a place on the map for him, Roger H. Lewis, United Artists' advertising, publicity and promotion chief, told a luncheon of press people at the Royal York Hotel, Toronto that "I came to Canada to find out things and I

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New Alberta Theatre

H. Hoppe, owner of the 175-seat, two-day Alix Theatre in Alix, Alberta, has been given approval by the Town Council for his plans to erect a new theatre in the community. To replace his old house, the new structure will cost $18,000.

12 U-I Films Via Emp-U Due Up; 30 In 1957

Twelve outstanding Universal-International boxoffice attractions will be released by Empire-Universal Films in Canada during the first four months of 1957, A. W. Perry, president and general manager of the latter company, stated on his return from U-I's week-long Executive Sales Conference at the studio in Hollywood. He was accompanied on his trip by Mark Plottel, sales manager and Mickey Isman, Eastern district manager.

The pictures, Charles J. Feldman, U-I v-p and general sales manager, said, will offer such stars as Rock Hudson, Lauren Bacall, Tony Curtis, Jeff Chandler, Cornell

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'Mark Of The Vampire'

Gramercy Productions' Mark of the Vampire, starring John Beal, Coleen Gray and Kenneth Tobey, is now before the cameras.

No Kid Ban Here

The Quebec Government has made an exception to its movies ban on children under 16 for The Ten Commandments, which will open at the Capitol, Montreal on December 21.

'The Joker Is Wild'

Valerie Allen, considered one of the most beautiful women in Hollywood, has won the role of Frank Sinatra's showgirl friend in Paramount's The Joker Is Wild. The VistaVision biofilm of comedian Joe E. Lewis stars Sinatra, Jeanne Crain and Eddie Albert.

JACK COHN, COLUMBIA, DEAD

Co-founder of Columbia Pictures with his brother Harry, now president, the executive vice-president, Jack Cohn, died in New York last week at the age of 67. Founder of the Motion Picture Pioneers in 1939, he had many friends in Canada and was a head table guest and speaker at the Canadian Picture Pioneers' 1952 dinner to mark the 50th anniversary of the film theatre in Canada.

Born in New York, he became a lab assistant in 1908 at Carl Laemmle's IMP Company. In 1913 he and Harry, the younger brother, made their first film and in 1919 they joined with Joseph Brandt, founding the old CBC Film Sales Company the next year. In 1924 this became Columbia Pictures. That company owns 50 per cent of Columbia Pictures of Canada Limited, of which Louis Rosenfeld of Toronto is president.

Surviving are his widow, the former Jeanette Lesser; and two sons, Ralph M., general manager of Screen Gems, and Robert L., a Columbia executive with offices in Paris.

Services were held at the Temple Emanuel, New York.

USA Columbia and Screen Gems offices were closed at 2 p.m. on the day of the services. Canadian offices closed at 1 p.m. Among the Columbia executives from Canada who attended the services were Herbert Allen, Harvey Harnick and Gurston Allen.

The Canadian Picture Pioneers sent a wreath and Morris Stein, president, made known that body's condolences to the family.

UA'S 'Core Of Evil'

Joel McCrea and Barbara Stanwyck will be teamed in movies for the seventh time in Core of Evil. Sol Baer Fielding will produce the film for United Artists release.

RKO'S 'Stage Struck'

Herbert Marshall has been signed by RKO for a major role with co-stars Henry Fonda and Susan Strassberg in Stage Struck, which Sidney Lumet is directing and Stuart Millar producing.

BOB MURPHY LEAVES PARAMOUNT: NORMAN SIMPSON ST. J MGR.

With the departure of Bob Murphy from Paramount Film Service, Norman Simpson, Winnipeg salesman, was appointed by Gordon Lightstone, general manager, to take his place as Saint John branch manager. Murphy pulled out after being transferred from the management of the Montreal branch to that of Saint John. Alf Glass, Winnipeg booker, stepped into Simpson's sales spot. Norm is the brother of Russ Simpson, a former Toronto branch manager.

Canadian Film Weekly

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12 U-I FILMS

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Borchers, Van Johnson, Sal Mineo, Jeanne Crain and Jose Ferrer. Seven will be in CinemaScope and eight in color.

January will have Written on the Wind, with Rock Hudson, Lauren Bacall, Robert Stack and Dorothy Malone; and Four Girls in Town, with George Nadir, Julie Adams, Marianne Fook, Elsa Martinelli and Gia Scala; and Rock, Pretty Baby, a rock-and-roller. February brings The Great Man, from a best-seller, with Jose Ferrer, Dean Jagger, Keenan Wynn, Julie London and Joanne Gilbert; Istanbul, with Errol Flynn and Cornell Borchers; and The Night Runner, with Ray Danton and Colleen Miller.

Battle Hymn, starring Rock Hudson and other leading players, comes in March, followed by a Western with Fred MacMurray, Gun for a Coward, and Mister Corey, with Tony Curtis and Martha Hyer. April's first is The Incredible Shrinking Man, after which comes Kelly and Me, with Van Johnson and Piper Laurie, then The Tattered Dress, with Jeff Chandler, Jeanne Crain, Jack Carson, Elaine Stewart and Gail Russell.

The Conference heard Edward Muhl, U-I vice-president in charge of production, say that the company has 64 important story properties in various stages of preparation, from which more than 30 high-budget features will be filmed. A well-rounded program with hand-picked players in support of big stars should give the exhibitor the variety and appeal his theatre needs.

Glenn Ford Signed For MGM Picture

Glenn Ford will play the role of Ensign Max Siegel in MGM's Don't Go Near the Water, filmization of the best-seller novel by William Brinkley, to be directed by Charles Walters and produced by Lawrence Weingarten.

Anna Kashfi, East Indian actress who made her American film debut in The Mountain, will co-star opposite Ford in the role of a Polynesian girl who upsets discipline at a South Seas naval base during World War II.

CC TV Expanding

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commencement exercises of the RCA Institute in New York recently. The experience of Canadian firms, among them S. W. Caldwell Limited and Chris Smith, both of Toronto, as well as the Sheraton hotels in Toronto and Montreal, indicate that Dr. Zworkin's prediction is an optimistic one.

"Apart from many uses of closed-circuit television in education, industry and research, we can envisage it in many other fields, such as an aid to the housewife, nursery, play area and entrance way; and to the farmer, providing overall views of the stables, yards and outbuildings," Dr. Zworkin said.

Last year the value of closed-circuit TV came to wide attention when Caldwell's, which provides closed-circuit TV through its subsidiary, Teleprompter of Canada, set up six large screens in the 7,000-seat East Wing of Toronto's Coliseum. In this way those who couldn't get into the main area to hear Billy Graham were exposed to his message and the smaller assemblage, served by TV, is said to have yielded more converts than the main one. A special Caldwell crew under Sydney Banks maintained this service every night for three weeks, Sunday excepted.

Closed-circuit TV has had a variety of uses in Canada. The Salvation Army and the larger synagogues in Toronto have used it for overflow meetings. General Motors' people, gathered at the Royal York in Toronto and at St. Catharines, Ontario, were part of a continent-wide telecast of the opening of the company's new laboratories near Detroit. The Dental School of the University of Toronto, which has its own circuit, was able to isolate a single tooth for the view of the students, while the lecturer used a talk-back system.

Smith, who operates the Canadian Closed Circuit Television Company, has used five-by-seven-foot screens where he can and 21-inch sets if they're more suited. He has handled church and industrial needs and has been trying to educate others to its uses.

The Sheraton Hotel chain is the only one that has its own circuit, which can handle both color and black and white. When the Salk Vaccine demonstration originated from Ann Arbor, Michigan Canadian doctors saw it in the King Edward Hotel. Several sales meetings of national USA firms have been piped in. Last year's Grey Cup game, which took place in Vancouver, was picked up from the CBC transmission and shown on a nine-by-twelve screen in the Oak Room of the hotel for special guests as a public relations gesture by the then manager, Garnet Haver.

The Sheraton Hotels ask $1,700 per hour for the service, with the price decreasing gradually for ten and more cities.

Canadian closed circuit television is on the verge of a sharp increase if present studies of its practicability win approval. Provincial and municipal audio-visual officials are almost sold on it as the answer to crowded schoolrooms. Department stores are on the verge of employing it at strategic points for selling and demonstration purposes, as well as police uses. Civil defense will employ it.

As yet a major closed-circuit telecast has not been originated in Canada, although direction, make-up and other needs are provided for dramatized presentations and other pickups. The Bell Telephone and the CNR are called on for carrier service when telecasts are being brought in, with the former company relied on during point-to-point telecasting in one community.

Some time ago General Electric's lamp division conducted closed-circuit TV sales meetings in the USA for 16,910 distributors and undertook research to see how they went. In one meeting the technical reception failed but it was almost perfect in 39 others and 85 per cent of those on hand said they would attend next year. Of the distributors, 76 per cent said the telecast gave them all the help they needed to sell GE lamps properly, while 15 per cent disagreed. "Customer reaction was terrific, starting with long applause at the end of the broadcast," one report stated.

Closed-circuit TV, for which RCA recently demonstrated equipment here, is strictly a rental business so far in Canada.

HUTNER WB PUBLICITY MANAGER

Meyer M. Hutner has been appointed national publicity manager for Warner Bros. Pictures and Charles S. Steinberg has been advanced to the post of Home Office publicity manager, it was announced by Robert S. Taplinger, vice-president and director of advertising and public relations for Warner Bros. Steinberg will assume many of the duties of the late Larry Golob.

Hutner recently resigned as advertising and publicity director for Samuel Goldwyn Productions to join Warner Bros. as a special assistant for liaison with leading independent producers associated with the company. Previously, he was publicity director for eight years at 20th Century-Fox.

A successor to Hutner will be announced shortly.

OUR BUSINESS by N.A. Taylor

OUR business resists change with so much determination that even when we recognize the need for it we are slow to act. For a long time now the public in TV areas has indicated that it expects and wants its movies "hot." Yet most theatres continue to dish them out as cold as yesterday's mashed potatoes. This is the pattern our business has followed from its earliest days — a pattern which is outmoded and outworn and should be outcast.

What determines the age of a motion picture? Country-wide it can be considered brand new when it gets its general publicity and reviews in national periodicals, whether Canadian or American. More locally it can be considered new when it is released in the key city of a territory. The circulation of the newspapers in these cities usually covers a wide area and this is generally the second stage of potential audience penetration. Usually important sums are spent to publicize a film in these large centres. After this first-run showing, subsequent-run theatres and those in smaller towns have to wait weeks or even months to see it, thereby losing much of the value of the buildup. As the film grows older, desire on the part of the public to see it dims. It seems that TV has instilled a subconscious demand to see and hear everything new.

What should the new pattern be? It might be ideal if a large-screen theatre TV system were perfected, so that a great many theatres could run a film on a circuit simultaneously. Until that day arrives, it would be helpful if someone were to discover a way to reproduce prints at a fraction of their present cost, because under existing conditions there is a limit to the number of prints we can expect distributors to bring into this country. It would, therefore, appear that the only answer is local area saturation and fast playoff. On top attractions Canadian distributors usually order between 15 and 20 prints. All or most of these could be used for a limited period in one territory and some could thereafter be routed to other sec-

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LEWIS, UA, HERE

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found out a great deal." He had arrived at some ideas "that should make money for UA," particularly about the promotion of smaller pictures, "which don't get the allocations the bigger ones do." He was introduced by Archie Laurie, Canadian ad-pub chief for the company.

Speaking of the new regime at UA, which took over five years ago, he recalled that "They started an independent production pattern that all the companies now embrace." They had attracted Independents by financial aid and non-interference. "After a few enquiries hey're on their own," he said. This was one of the secrets of UA's strength, for this freedom had resulted in pictures that were truly creative and frequently unique.

Also on hand were C. S. Chaplin, UA's Canadian general manager, and George Heiber, Toronto branch manager. With Lewis was Mori Krushin, UA's exploitation manager, who did not speak.

Utilization of TV came in for discussion during a brief questions-and-answers period.

Guests were Jack Karr, Star; Ken Johnson and Clyde Gilmour, Telegram; Alex Barris, Globe and Mail; Frank Rasky, Liberty Magazine; Robert Marjoribanks, Canadian Home Journal; George Rogers, magazine section, Star Weekly; M. B. Taylor, Marketing; Gerald Pratley, CBC Radio; Hye Bossin, Canadian Film Weekly; Jay Smith, Canadian Moving Picture Digest; Harry Allen, Jr., Motion Picture Herald; and Bob McStay, Variety.

'Chain Of Command' Acquired By MGM

MGM has purchased an original story, Chain of Command, by John Monks, Jr., and has assigned it to the production team of Jud Kinberg and Edgar Small.

Calling for a four-star cast, the story follows a Marine regiment from its organization through its first World War II battle.

Taxes May Hinder Indie Production

Hollywood Independent production may be hindered or even taxed out of existence by new revisions to the corporations tax structure, retroactive to 1954, which the USA Internal Revenue Bureau had scheduled to go into effect last week. The Screen Actors Guild had asked for a delay of 30 days to present arguments against the new restrictions.

The SAG claims that the new charges would virtually outlaw companies that depend for financing on personal-service contracts involving an owner and would make all profits personal earned income and thus subject to a much higher rate of tax.

Short Throws

NOMINATION meeting of Tent 36, London had Vivien Leigh as the guest of honor. She received a cheque from the Heart Fund for the actors' orphanage. It represented the proceeds from the premiere of UA's Trapeze last June.

BRITAIN'S glorious epic of heroism, Dunkirk, will provide a film of that name, to be made by Ealing in Britain. To be produced and directed by Sir Michael Balcon after two years of preparation, the story will be based on two books by different authors.

CREDIT to moviegoers, a plan looked into by a committee of the Motion Picture Association of America, has no "promise of appreciably increasing movie admissions," Eric Johnston, MPAA president reported. A survey of the charging proposal was made in Marion County, Indiana by A. J. Wood & Company, Philadelphia.

CONSPIRACY to restrain trade in five of the major eight USA TV markets was charged to RCA and NBC by the Justice Department. A civil suit claiming violation of the Sherman Anti-Trust Act was filed in Philadelphia. RCA and NBC answered that the suit "results from a jurisdictional dispute of two agencies of government."

FEATURE made in Australia, Three in One, comprised of three short stories about that country, will open in London at Xmas and has been sold to several countries. Produced and directed by Cecil Holmes, it won a prize in Czechoslovakia and was selected for screening at Edinburgh.

THERE were 400 industry veterans at the recent 18th annual dinner at the Waldorf, NY of the Motion Picture Pioneers. Bob O'Donnell, general manager of the Interstate Circuit, Texas, was presented with a plaque "for enriching our industry with his countless contributions." President Jack Cohn put the plaque in the hands of O'Donnell, after being named The Pioneer of the Year. Toastmaster was Sol A. Schwartz.

WORLD premiere of WB's Baby Doll at the Victoria Theatre, NY will net the Actors' Studio about $30,000 when returns from the benefit showing are totalled.

MOVE of Dominion Sound Equipment's Halifax branch to 117 Howe Avenue Rear, to give additional office and warehouse space, was completed last week.

DEDICATION of its new quarters on the ninth floor of the Hotel Adolphus by Tent 17, Dallas, Texas of Variety Clubs International took place recently.

LATEST additions to the Adult Entertainment list of the Ontario Board of Censors include Between Heaven and Hell, The Boss, Carmen Proibita, Death of a Scoundrel, It Conquered the World, The Opposite Sex, The She Creature, Strange Adventure and The Wench.

ASSOCIATED for many years with Famous Players in the operation of their two theatres in Barrie, Ontario — the Roxy and Granada — Mr. and Mrs. John Saso recently celebrated their golden wedding anniversary with a day-long reception for friends and relatives. Among the floral tributes were those of J. J. Fitzgibbons and R. W. Bolstad, president and v-p of Famous Players respectively. Congratulatory wires came in from His Holiness the Pope, James Cardinal McGuigan and Ben Geldsaler and Morris Stein, the last two of Famous Players.

FLORENCE WARD, formerly with Horace N. Stovin Company and CKY, Winnipeg, has been appointed Vancouver representative for S. W. Caldwell Limited. She will make her headquarters in the Caldwell office at 1111 West Georgia Street and will immediately make a tour of BC radio and TV stations.

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*ASSOCIATED SCREEN NEWS
2000 Northcliffe Ave., Montreal

FIRST RUNS

(Continued from Page 1)

Scarboro and State. Starting Christmas week, the Oakwood, a Famous Players' house, and B & F's Century will be added to it. On January 14 two 20th Century Theatres now operating second-run in Toronto, the Midtown and the Odeon (Parkdale), will join the day-and-date combination.

The temptation to remain close to the TV set has been strengthened by the heavy traffic encountered on the way downtown and the parking problem after getting there. Many potential patrons who won't travel the distance and challenge the difficulties will be lured out of the house if they can see a first-run film nearer home. That's the opinion of the theatre operators and the distributors are willing to go along with it. The distribution branches will get their print quotas after these runs, almost all of which will be first run in Canada.

The city's major first-run combination will be Famous Players' hookup of the Hollywood, in the centre of Toronto, with the Runnymede in the West and the Palace in the East. This, to begin with the new year, was worked out to replace the playoffs at Shea's, which will be wrecked soon for the Civic Square.

The eight theatres in the second-run combination are the Parkdale, College, Beach, St. Clair, Alhambra, Capitol, Prince of Wales and Beaver and a ninth may be added. The last two named are B & F houses and the rest belong to Famous Players. These may get under way this year.

Other Canadian motion picture key cities, some of which have and are playing three and five theatre day-and-date attractions, will no doubt be affected if the larger combinations work out in Toronto.

The interested reader would be well advised to read N. A. Taylor's Our Business in this issue, for he discusses this subject.

Bel-Air Signs Karloff

Bel-Air Productions has signed Boris Karloff to star in three films in the next two years.

OUR BUSINESS

(Continued from Page 2)

tions of the country. If this suggestion were considered, it would undoubtedly bring to mind a long chain of other problems. These, however, might be solved more easily than the ones with which we are presently grappling.

Exhibitors as well as distributors will be quick to realize what is involved, from the worries of censorship to the complexities of releasing and of booking the releases. However, in today's market any change which holds the potentiality of selling more tickets may well be worth the vexations which may be entailed.

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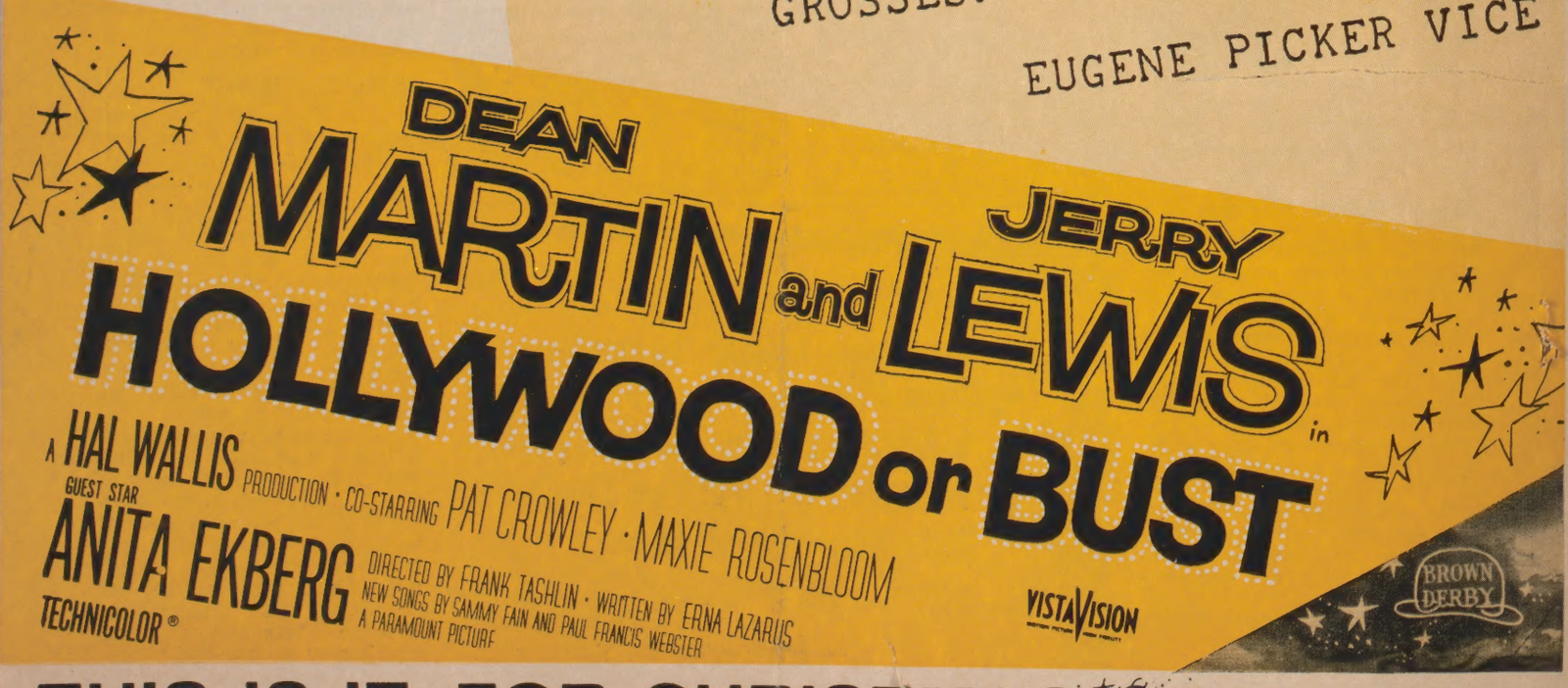
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SONS GAIETY AND TO THE HOLIDAY

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YEAR'S DATES FROM PARAMOUNT

News Clips

Screen Gems, Columbia subsid, added 450 features and 130 Westerns with the acquisition of Hygo and its affiliate, Unity . . . The 180,000 Germans who have settled in Canada since the war bring that ethnic group to 800,000, the largest outside the English and French . . . Warners sold its building on 44th Street, NY and will move to Fifth Avenue in about 18 months . . . Liberty's annual radio and TV awards will be carried in the edition of February 2.

MGM's cartoon department is closing down . . . Del Henderson, 79, a native of St. Thomas, Ontario who became an actor and an associate of D. W. Griffith at Biograph in 1903, died in Los Angeles recently . . . There is talk that Louis B. Mayer, one-time Saint John resident, who headed MGM production during its biggest years, may return to the studio as a consultant . . . Al Fisher has been named assistant exploitation manager of United Artists under Roger H. Lewis.

Location shooting of the Rank film, High Tide at Noon, provided Weekend Magazine with a cover shot of the star, Betta St. John, and a photostory by Cyril Robinson and Louis Jacques, The Movie That Saved the Day. The first film made an exception to the freeze on funds for location shooting since 1944's The 49th Parallel, its coming provided badly-needed income for West Cove, NS . . . Harold Bennett of National Screen Service is Chief Barker of the Buffalo Variety Club.

Arthur Masse, 24-year-old Ottawa actor who has appeared in roles with the National Film Board and recently had a part in JARO's High Tide at Noon, has been signed to a five-year contract by the new company formed by MGM British Studios and Ealing Films Limited . . . Alexander P. Dovzhenko, a veteran of the Russian film industry and one of its leading directors since 1926, passed on in Moscow recently. Several of his films were seen all over the world.

Gielgud, Todd Added To UA's 'Saint Joan'

Sir John Gielgud, one of Britain's most distinguished actors, has been signed for the role of The Earl of Warwick, replacing Richard Burton, in Otto Preminger's UA film, Saint Joan. Gielgud is currently appearing in Richard III and previously starred in Julius Caesar.

Preminger also announced that Richard Todd will portray Dunois, commander of the French forces at Orleans. Todd has just completed Yangtze Incident and recently starred in several films.

LOOKS LIKE another luncheon meeting for Variety in January. A lot of guys you hardly ever see at the evening get-togethers come to life for the noon-hour ones. I even saw The People's Joyce—Harry of the Embassy . . . *Helen Winston*, Toronto girl who shows up in a picture now and then, is taping stars for Harry Boyle's 8-to-9 p.m. CBC radio program, *Assignment*, which uses plenty of film material. In *Botany Bay* Helen showed up with a shaved head and you couldn't tell her from Yul B. Never did catch on, though . . . *Is there* a more depressing TV trademark than the gloomy, endless and empty institutional corridors *Perspective* comes on with? . . . *Larry Weiner*, who was working for Uncle George Altman at Mavety's, to Israel for a year of farming . . . *So sorry* to hear that Morris and Lou Appleby lost their mother . . . *Poulton* said the first Chrysler Festival was bad and the second not bad. Sinclair called them the other way around. So go know . . . *New TV* word: "Scup." Like when the TV announcer urges the listener "to have a fresh scup of coffee."

COLUMNING will occupy Alex Barris full-time. Somebody else will do the film criticism . . . *Walter O'Hearn* tagged his *Montreal Star* review of RKO's *Death of a Scoundrel* with this touching paragraph: "In the big ballroom sequence I was intrigued by a white-maned extra pushing Miss Gabor around the set. It turned out to be George Brent. Ten years ago Brent was one of the highest priced leading men in films. Today no lines, no credits, just a face in the crowd. I felt as if somebody had walked over my grave" . . . *One of history's* best examples of gentle wit was provided by Luis Ponce de Leon, a Spanish poet and lecturer in theology, who was jailed for four years by the Inquisition because of a part of his ancestry. On his return he opened his first lecture with: "As we were saying the other day—" . . . *Cattle are* being crossbred in Israel in the search for a type of animal that will be congenial to the climate. There's a story that the result of breeding a Guernsey with a Holstein was named—aptly enough—"Goldstein." On being paraded for the first time it looked at the officials, opened its mouth—but didn't say "Moo-o-o." It said "Noo-o-o?" . . . *Torontonians*, one-time and current, creep into the big trade talk these days. It's said that Lou Chesler, who masterminded the WB TV buy, leads the Canadian group that holds the 200,000 Loew's shares that helped bring the MGM shakeup. And a while ago Harry Popkin popped up as the potential purchaser of Republic.

ANOTHER PROD at the public consciousness about The Panhandle State: the film, *Giant*. About the only things you're sure of these days are Death and Texas . . . *Anita Ekberg's* outgoing physical personality, so obvious in so many photos, caught Sammy Sales' eye. "Nasser," he said fervently, "should have such tonsils!" Sammy opens at the Circle in *Uncle Willie* on December 27 . . . *Doukhobors'* credo: Breathes there a man with soul so dead/ Who never to himself hath said/ This is my own, my naked land . . . *Fellow-Irkers*: The waitress who plunks down her pad, poises her pencil, and barks: "Awright, let's go!" . . . *Desperate days* ahead for bosses. Soon, at the annual Xmas party, the shipper will throw his arm around the boss' shoulders and blow alcohol in his face. Some mousy guy, with liquid courage, will trap him in a corner and give him why-not-and-what-for. The office flirt will make a pass at him and ask for a raise. And so on. I know one boss who beats it to Florida just before the office party, the coward . . . *USA visitor* asked Sammy Miller, at the Barclay's cigar stand: "What do you do in Toronto on Sunday?" Answered Sam: "You wait for Monday" . . . *Herman Levy* of the TOA, in Montreal last week, told Joe Strauss about the hillbilly exhibitor who walked into an exchange and asked for a picture. He was offered one for 50 per cent. "Nothing doing," he said. "That picture wouldn't even gross 50 per cent."

BROTHERHOOD WK.

(Continued from Page 1)

to make the work of the CCCJ successful and Brotherhood Week effective. Scope, the Council's publication, which William Sheady of Amherstburg, Ontario edits, carried this interesting editorial in its most recent issue:

"There is no hurry to celebrate Brotherhood Week 1957. After all the observance does not begin until February 17, and that date is three months away. Think of all the things we plan to do for ourselves in that period. There is the hectic shopping for the material things that have begun to play far too heavy a role in the celebration of Christmas. There are the parties planned to mark the passing of another calendar year. There are so many other things to do and there is no hurry about Brotherhood Week. That can wait. But can we wait until February and then expect to promote a seven-day wonder which will change the patterns we want to change? Of course not.

"It must be emphasized that Brotherhood Week is simply a period of inventory, a concentrated endeavour to take stock of ourselves. We should pay and collect our social obligations every day of the year. In Brotherhood Week we place our records before the auditors employed by those who do not fully endorse our attitude. This general audit does not free any of us from the obligation imposed by our own will and conscience. We must live Brotherhood every day of the year, or else we must face the charge of hypocrisy and double-dealing.

"Everyone talks of the community aspect of Brotherhood Week and how much we can do together. Perhaps it is time that most of us get down to Brotherhood on an individual basis. If the Canadian Council of Christians and Jews had one man or woman in each community in this land of ours, Protestant, Catholic or Jew, who was determined to have a Brotherhood Week observance of some kind, every city, town, village and hamlet in Canada would have one.

Will you try it? Will you ask the members of your own family, your own unions, your own fraternal group or service club to listen to you explain why Brotherhood Week is essential? You could do it and by so doing take a step towards a real Christmas, a happy New Year. At a risk of so very little you might gain so very much, for a very important person—you."

Peggy Cummins Signed

Columbia has signed Peggy Cummins to star with Dana Andrews in The Haunted.

'Zombies Of Mora-Tau'

Gregg Palmer has been signed by Sam Katzman to star in Columbia's Zombies of Mora-Tau.

Review

THE SHARKFIGHTERS

(From The Film Daily, NY)

with Victor Mature, Karen Steele, James Olson.

(CinemaScope-Technicolor)

United Artists **73 Mins.**

ROMANTIC ACTION DRAMA OF MEN VS. SHARKS. RELIABLE BOXOFFICE FARE.

Producer Sam Goldwyn, Jr. has turned out an exciting romantic adventure drama revolving around combat with sharks in The Sharkfighters. In addition to attractively presented outdoor action, the presentation has the marquee name Victor Mature, the pretty ornamentation of Karen Steele and CinemaScope and Technicolor as added boxoffice consideration.

The story, presented in conventional style, dramatizes the efforts of a scientific U.S. Navy project off the coast of Cuba to develop a shark-repellent to be used by flyers during the last war.

The screenplay by Lawrence Roman and John Robinson flares into its best excitement in the scene in which the sharks devour their prey with ravenous lust.

Jerry Hooper directed and Lee Garmes takes credit for the fine photography. The picture will chalk up satisfactorily with any action fan. By way of added premium for the patron, the picture takes an interesting tour of Cuba.

CAST: Victor Mature, Karen Steele, James Olson, Philip Coolidge, Claude Akins, Rafael Campos.

CREDITS: Producer, Samuel Goldwyn, Jr.; Director, Jerry Hooper; Screenplay, Lawrence Roman and John Robinson; Original story by Jo and Art Napoleon; Director of photography, Lee Garmes.

DIRECTION: Good.

PHOTOGRAPHY: Very Good.

Columbia Buys 'Accident'

Columbia has acquired Dexter Masters' novel, The Accident.

Para's 'Teacher's Pet'

Gig Young has been signed to star with Clark Gable and Doris Day in Paramount's Teacher's Pet.

Wallis To Make Five For Para In 1957

The year 1957 looms as an especially important production year for Hal Wallis, who has already scheduled five important films for Paramount release.

High on the list of Wallis' upcoming product is Furia, starring Anna Magnani, which will be her second USA-made film. Also highly bracketed is Hot Spell, formerly titled Next of Kin, to star Shirley Booth, and to be directed by Daniel Mann.

Elvis Presley, under contract to Wallis, will star in his first film for the producer, The Lonesome Cowboy. The remaining films are an untitled Martin and Lewis comedy, and a large-scale, outdoor action film titled The Last Train to Harper's Junction.

Press Welcomes Roger Lewis to Toronto

Toronto press people obviously enjoyed meeting Roger Lewis, United Artists' advertising, promotion and publicity chief during his first visit to Toronto. Top photo shows Jack Karr, Daily Star; Alex Barris, Globe and Mail; Ken Johnson, The Telegram; and Clyde Gilmour, The Telegram. Second photo: Frank Rasky, Liberty; Mori Krushin, UA exploitation manager, who accompanied Lewis; Bernard Taylor, Marketing; and Roger Lewis. Third photo—Bob McStay, Variety; Roger Lewis; Hye Bossin, Canadian Film Weekly; and Harry Allen, Billboard. Photos by Royal Studio, Toronto.

Newman In 'Billy The Kid'

Paul Newman will star in WB's Billy the Kid.

'Valerie' Before Cameras

Shooting has started on Hal R. Makelim's UA production, Valerie, starring Sterling Hayden, Anita Ekberg and Anthony Steele.

'The Lady And The Prowler'

Beulah Bondi will star in RKO's The Lady and the Prowler.

'Three-Ten To Yuma'

Van Heflin and Glenn Ford will star in Columbia's Three-Ten to Yuma, which is now before the cameras.

EDISON FUND CITES THREE FILMS

Three films — WB's Moby Dick, Walt Disney's The Great Locomotive Chase and 20th-Fox' On the Threshold of Space—were selected as the winners in the second annual National Mass Media Awards of The Thomas Alva Edison Foundation, along with two TV and three radio shows.

The awards, which were presented in the Waldorf Astoria Hotel, NY, are for quality in mass media, particularly as it effects juvenile audiences and interests youngsters in science and engineering.

TV winners were the NBC's Wide World and ABC's Disneyland. Radio toppers were CBS' Radio Workshop, ABC's No School Today and CBS' Adventures in Science.

Review

THE LONG ARM

(From Today's Cinema, London)

with Jack Hawkins.

Directed by Charles Frend.

J. Arthur Rank **87 Mins.**

This is Ealing Studios' highly realistic depiction of how a Scotland Yard superintendent and his sergeant painstakingly track down the guilty ones in a baffling series of safe robberies, in one case involving murder. Made with Metropolitan Police co-operation, its description of the Yard's modus operandi is one hundred per cent authentic, and the plot is thoroughly plausible.

Initial development is slow — deliberately so, to indicate the meticulous nature of actual, rather than fictional, detective work, but it builds up to an excitingly staged climax.

Jack Hawkins, the only star, makes the superintendent as plain and likeable a Londoner as the copper on the beat, and he is supported by a very capable team of lesser-known but reliable character players.

There is practically no love interest, but plenty of homely comedy with a typically Ealing flavor. Production quality is unpretentious but quite adequate, photography of the mainly London locales is lively.

An absorbing, skilfully made piece of lifelike filming; not only a worthy tribute to the world's finest detective force but splendid crime entertainment for absolutely everybody. A five-star selection for every popular exhibitor.

The story is just as exciting as any other detective yarn, but it is far more convincing. Such is the accuracy of dressing, presentation and circumstantial detail that the whole thing seems like the documentary report on an actual case. The script has been carefully devised to display various facets of CID work, and even the typical personality of the average Scotland Yard man is brought across by the skill of director and actors. This is entertainment which really lives up to the prestige of its Ealing label.

WB To Release 'Strange Night'

Ingrid Bergman's latest motion picture, Strange Night, will be presented by Warner Bros.

Loew's Toronto Net Profit Down 19%

Marcus Loew's Theatres Limited, which operates Loew's Yonge Street, Toronto, and Loew's London, showed a decline of operating profit from $314,849 in 1955 to $265,602 — 15 per cent. The drop in net profit was 19 per cent — from $129,724 in 1955 to $105,006 in 1956. The report, for the fiscal year ended August 31, showed that the working capital fell from $1,039,521 to $919,832.

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